



ORDER

Flight Dates **09/04/12-09/10/12**

Contract / Revision **309669 /**

Original Date / Revision
08/30/12 08/30/12

Advertiser **Arpaio / Republican / Sheriff**

Agency **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Product

Arpaio For Sheriff

Agency Com 15%

Billing Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **235**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	39	\$15,533.75	\$18,275.00	0.00	08/27/12	09/10/12	39	\$15,533.75	\$18,275.00
Totals	39	\$15,533.75	\$18,275.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	09/04/12	09/10/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$225.00		0.00				
N 2	KNXV	09/04/12	09/10/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			3		\$350.00		0.00				
N 3	KNXV	09/04/12	09/10/12		CM	5pm-530pm	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00



KNXV

Print Date: 08/30/12

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Contract / Revision **309669** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio For Sheriff**

Estimate # **235**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5pm-530pm											
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$450.00		0.00			
N 4	KNXV	09/04/12	09/10/12	M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$450.00		0.00			
N 5	KNXV	09/04/12	09/10/12	M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$750.00		0.00			
N 6	KNXV	09/04/12	09/10/12	M-F 10-1035pm	CM	10pm-1035pm	MTWTF--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$850.00		0.00			
N 7	KNXV	09/09/12	09/09/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S					1	\$850.00		0.00			
N 8	KNXV	09/04/12	09/10/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$350.00		0.00			
N 9	KNXV	09/04/12	09/10/12	M-F 1102pm-1206am	CM	1102pm-1206am	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
				M-F 1102pm-1206am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$200.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 39 \$18,275.00